

MULTIMEDIA



UNIVERSITY

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2018/2019

**LFC1017**

**FUNDAMENTALS OF STRATEGIC COMMUNICATION**

(All groups/sections)

22 OCTOBER 2018

2.30 PM – 4.30 PM

(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** pages.
2. Answer **ALL** questions in the Answer Booklet provided.

**QUESTION 1 [30 MARKS]****Instruction:** Answer ALL questions.

1. Define Corporate Image. (2 marks)
2. Define Corporate Social Responsibility. (2 marks)
3. What is Employee Communication? (2 marks)
4. Briefly explain Image-Culture Gap. (2 marks)
5. Explain the three tactics of creating corporate tagline and slogans. (6 marks)
6. According to Birkigt Stadler's model of corporate image management, explain the three attributes of corporate identity. (6 marks)
7. Briefly explain the three (3) factors influencing formation of strategy. (6 marks)
8. i) State two identity structures of corporate branding. (2 marks)  
ii) Briefly explain each structure above. (2 marks)

**Continued...**

**QUESTION 2 [20 MARKS]****Instruction:** Answer ALL questions.

1. a) Illustrate the relationship among social identity, organisation identity and corporate identity. (2 marks)
  
- b) Briefly explain the relationship between the form and focus of the above identities. (4 marks)
  
2. a) Illustrate the models of organisation-stakeholder communication. (6 marks)
  
- b) Briefly explain two (2) of the above models. (8 marks)

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**End of Paper**